

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>11/22/10</u>	Action Requested
UDC MEETING DATE: <u>12/01/10</u>	<input checked="" type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 2205 Rimrock Road

ALDERMANIC DISTRICT: 14

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
Gateway Project, LLC Peter Tan, AIA, Strang Architects
c/o Brad Carlson & Clay Carlson

CONTACT PERSON: Sarah M. Pittz, AICP
Address: 999 Fourier Drive Suite 201
Madison, WI 53717
Phone: 608-826-0532
Fax: 608-826-0530
E-mail address: smpit@vierbicher.com

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review* (Fee required)
- Street Graphics Variance* (Fee required)
- Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN



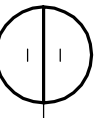
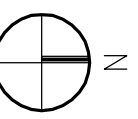
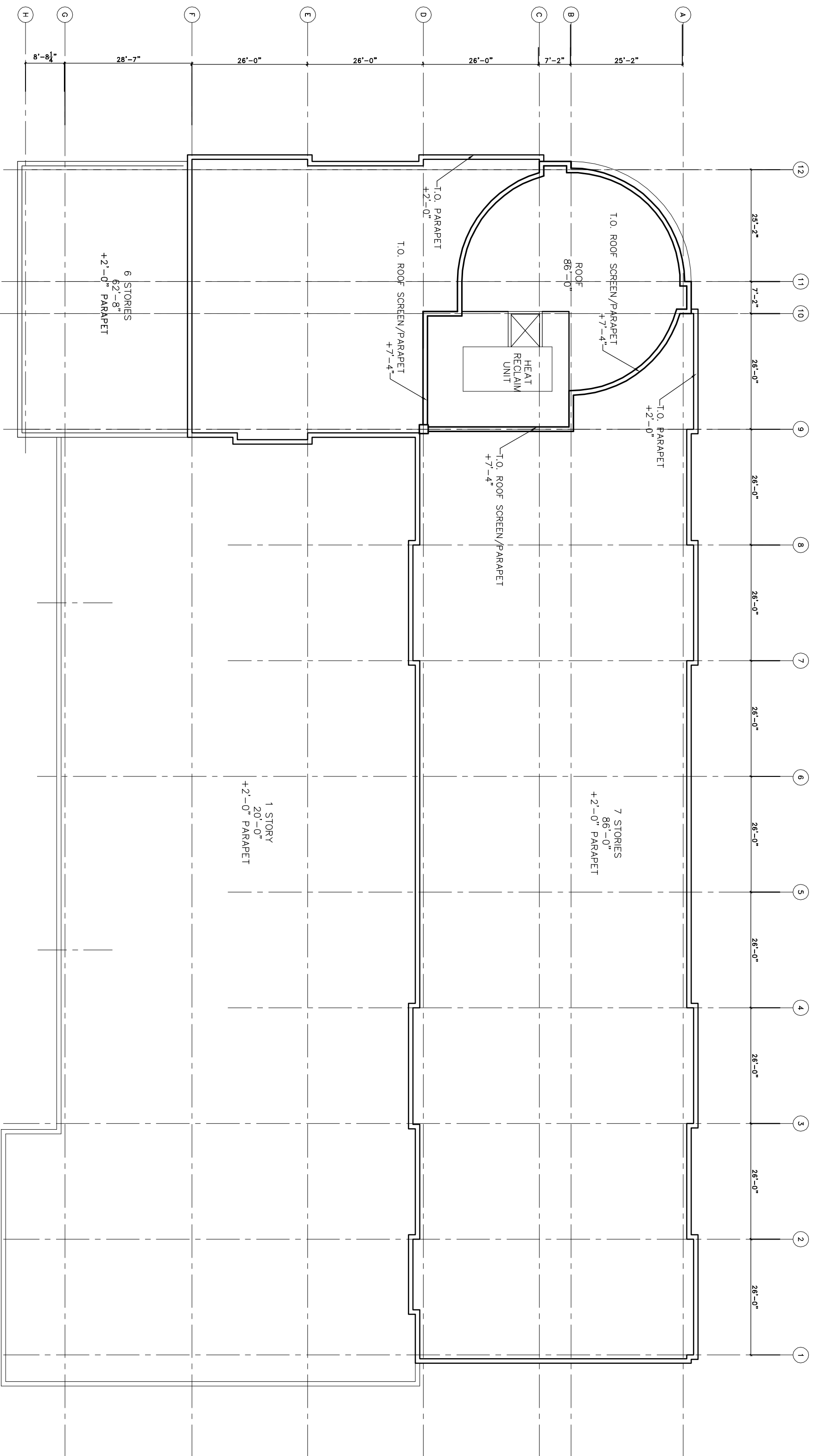
GATEWAY PROJECT LLC HOTEL

VIEW FROM SOUTHWEST
STRANG INC COPYRIGHT 2010
NOVEMBER 22, 2010

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN



GATEWAY PROJECT LLC HOTEL
VIEW FROM SOUTHEAST
STRANG INC COPYRIGHT 2010
NOVEMBER 22, 2010



ROOF PLAN
SCALE: 1"=20'-0"

6 STORIES
62'-8"
+2'-0" PARAPET

1 STORY
20'-0"
+2'-0" PARAPET

7 STORIES
86'-0"
+2'-0" PARAPET

HEAT RECLAIM UNIT

T.O. PARAPET
+2'-0"

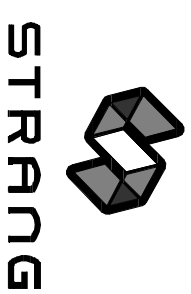
T.O. ROOF SCREEN/PARAPET
+7'-4"

T.O. ROOF SCREEN/PARAPET
+7'-4"

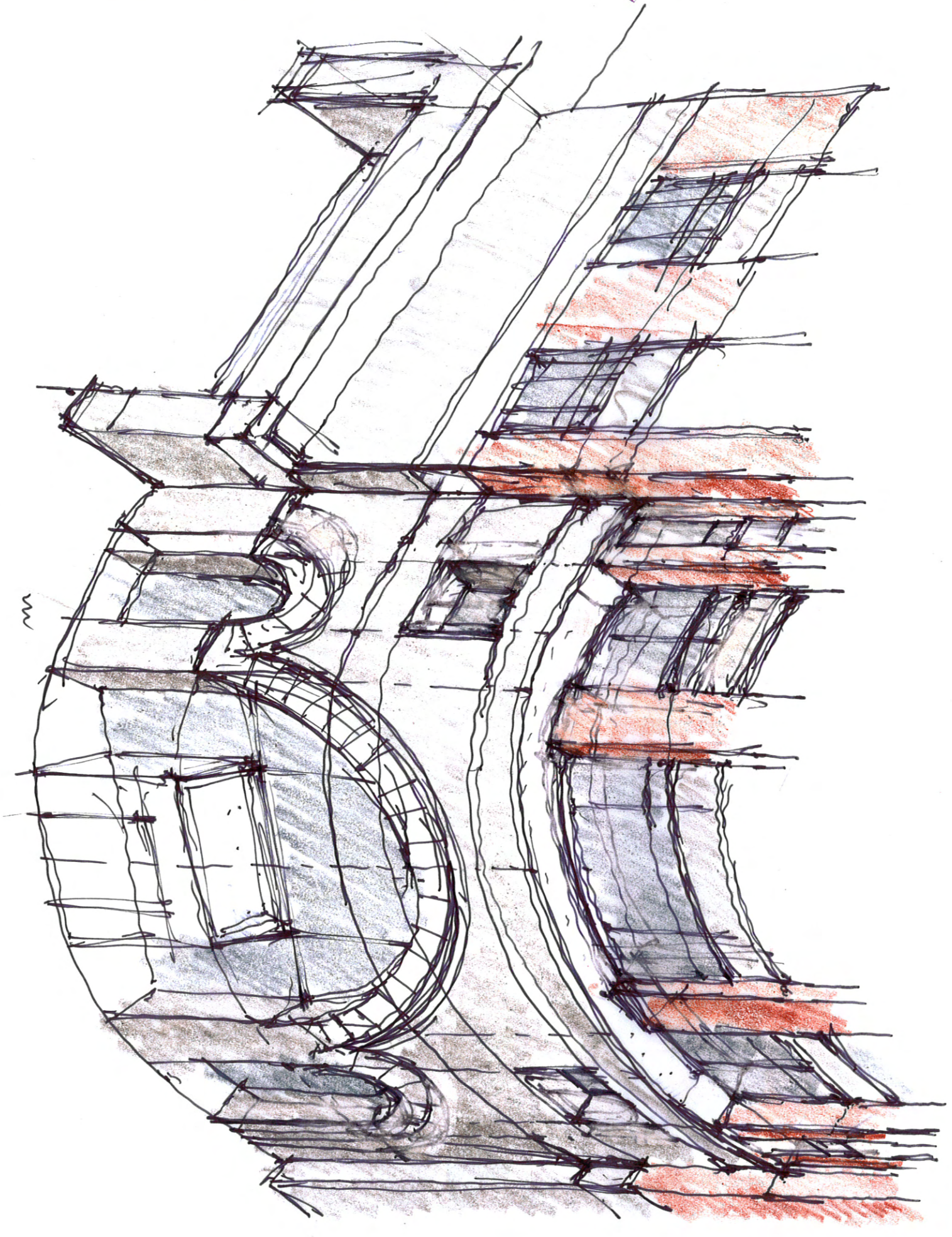
T.O. PARAPET
+2'-0"

T.O. ROOF SCREEN/PARAPET
+7'-4"

ROOF
86'-0"



STRANG



SKETCH OF NORTHWEST MAIN ENTRANCE

0 8 16 32 @ 2010 STRANG

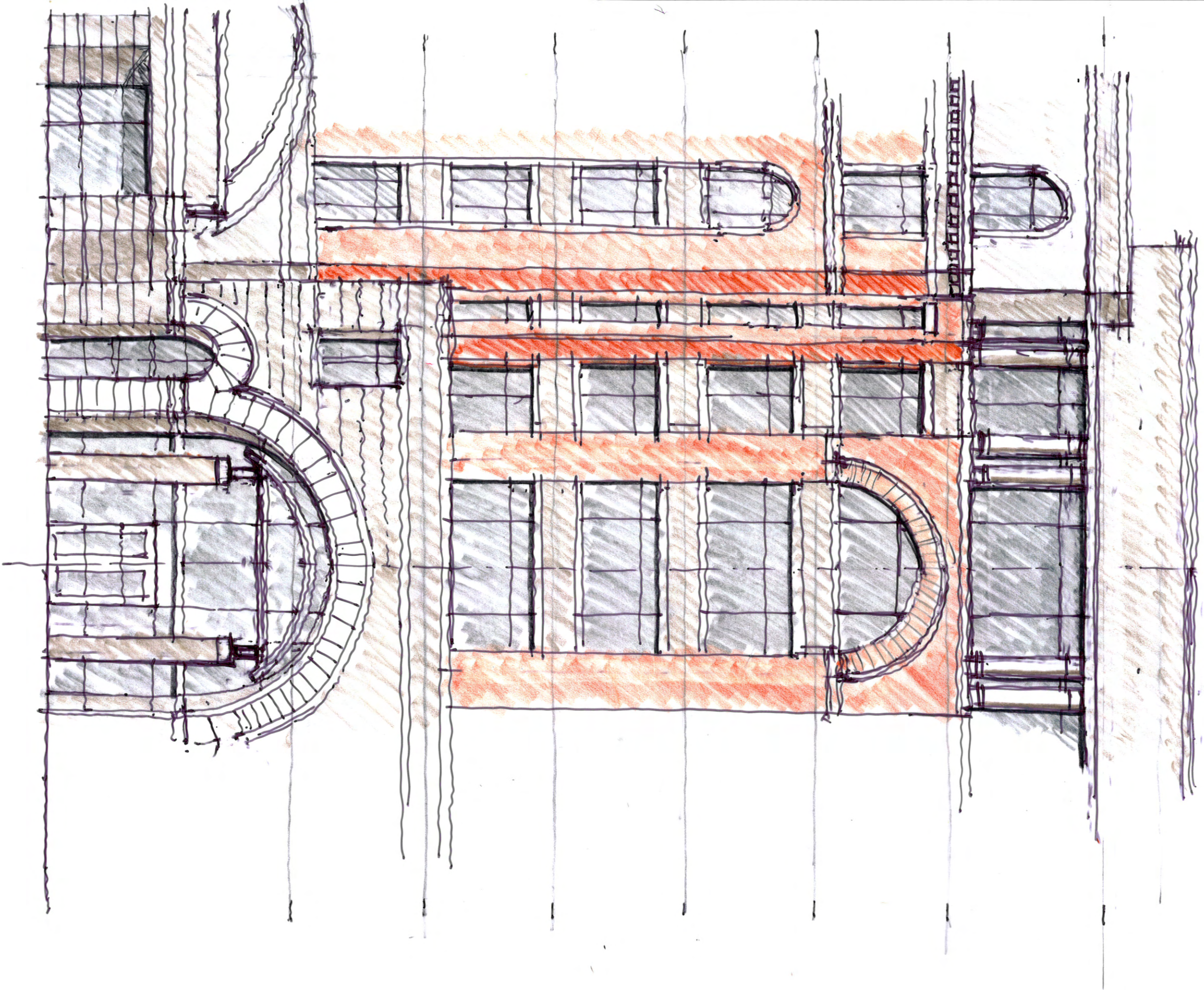


ARCHITECTURE
ENGINEERING
INTERIOR DESIGN



GATEWAY PROJECT LLC HOTEL

VIEW FROM NORTHWEST
STRANG INC COPYRIGHT 2010
NOVEMBER 22, 2010



PARTIAL NORTHWEST ELEVATION

0 8 16 32

©2010 STRAVIS

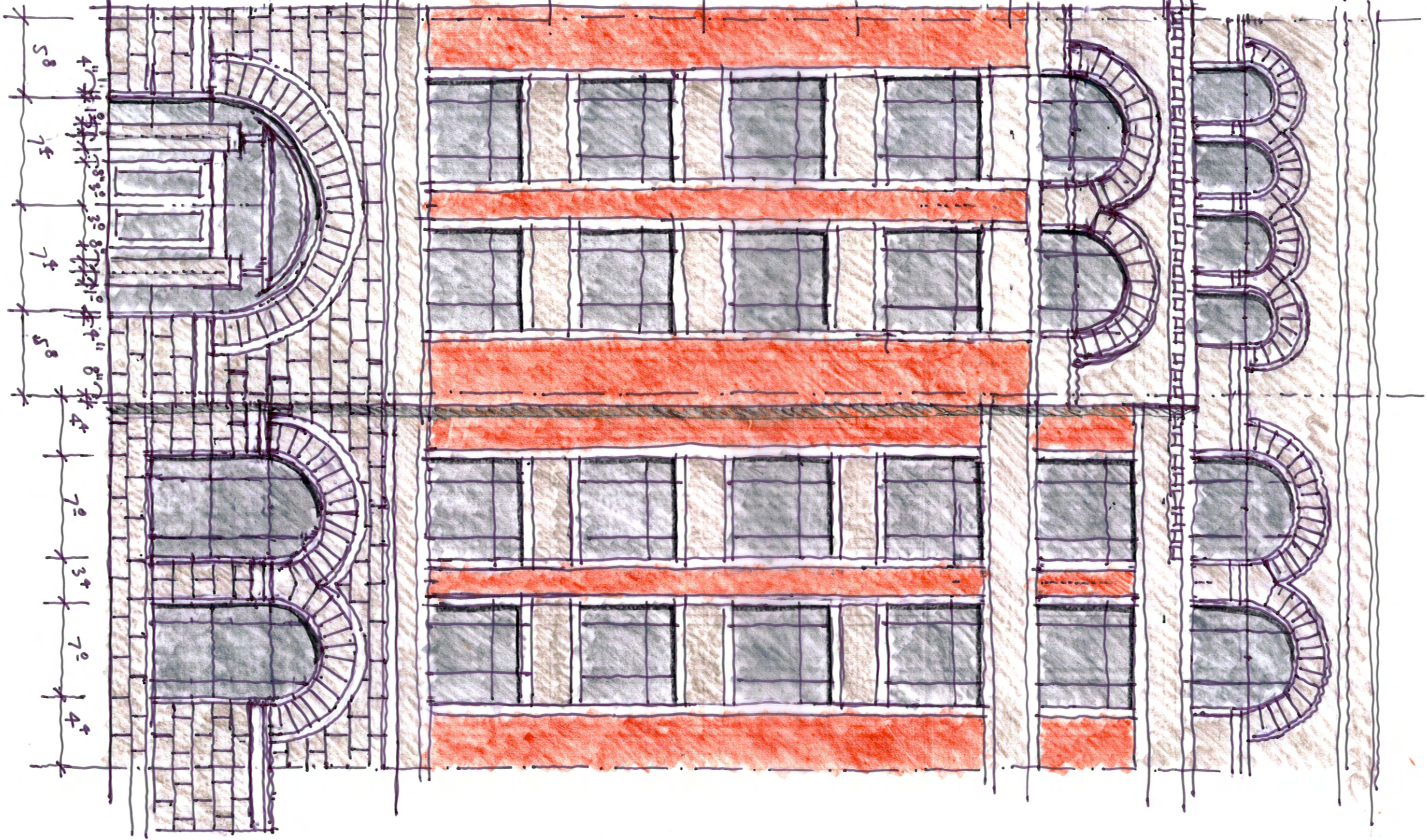
ARCHITECTURE
ENGINEERING
INTERIOR DESIGN



GATEWAY PROJECT LLC HOTEL

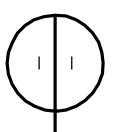
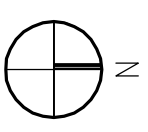
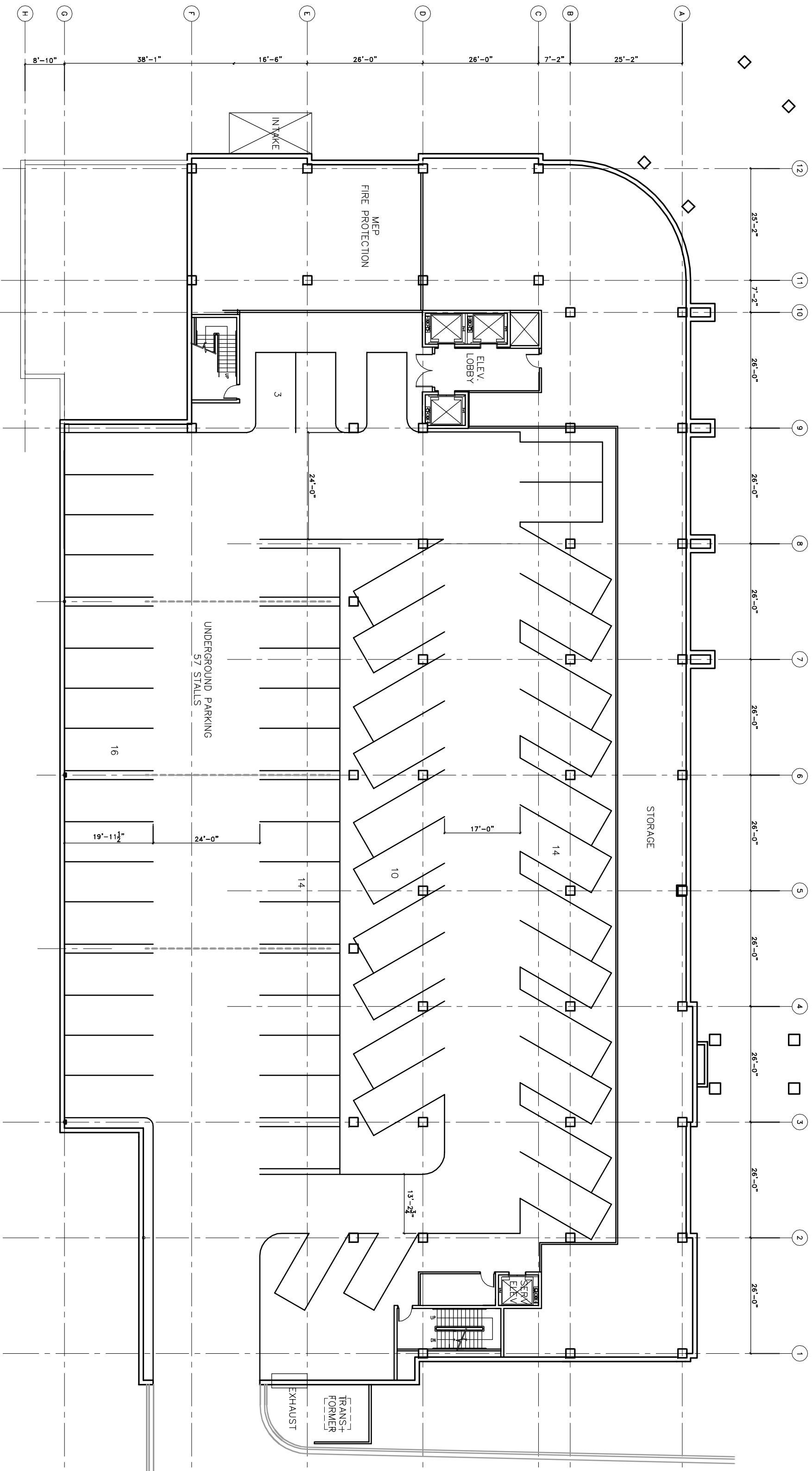
VIEW FROM NORTHEAST
STRANG INC COPYRIGHT 2010
NOVEMBER 22, 2010

2@1" 2" 4" 2" 1" 4" 12" (9@1") 4" 8"

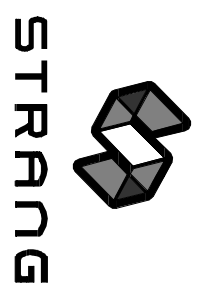


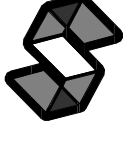
PARTIAL NORTH ELEVATION

32 ©2010 STRANG

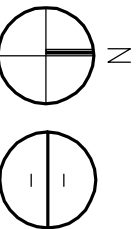
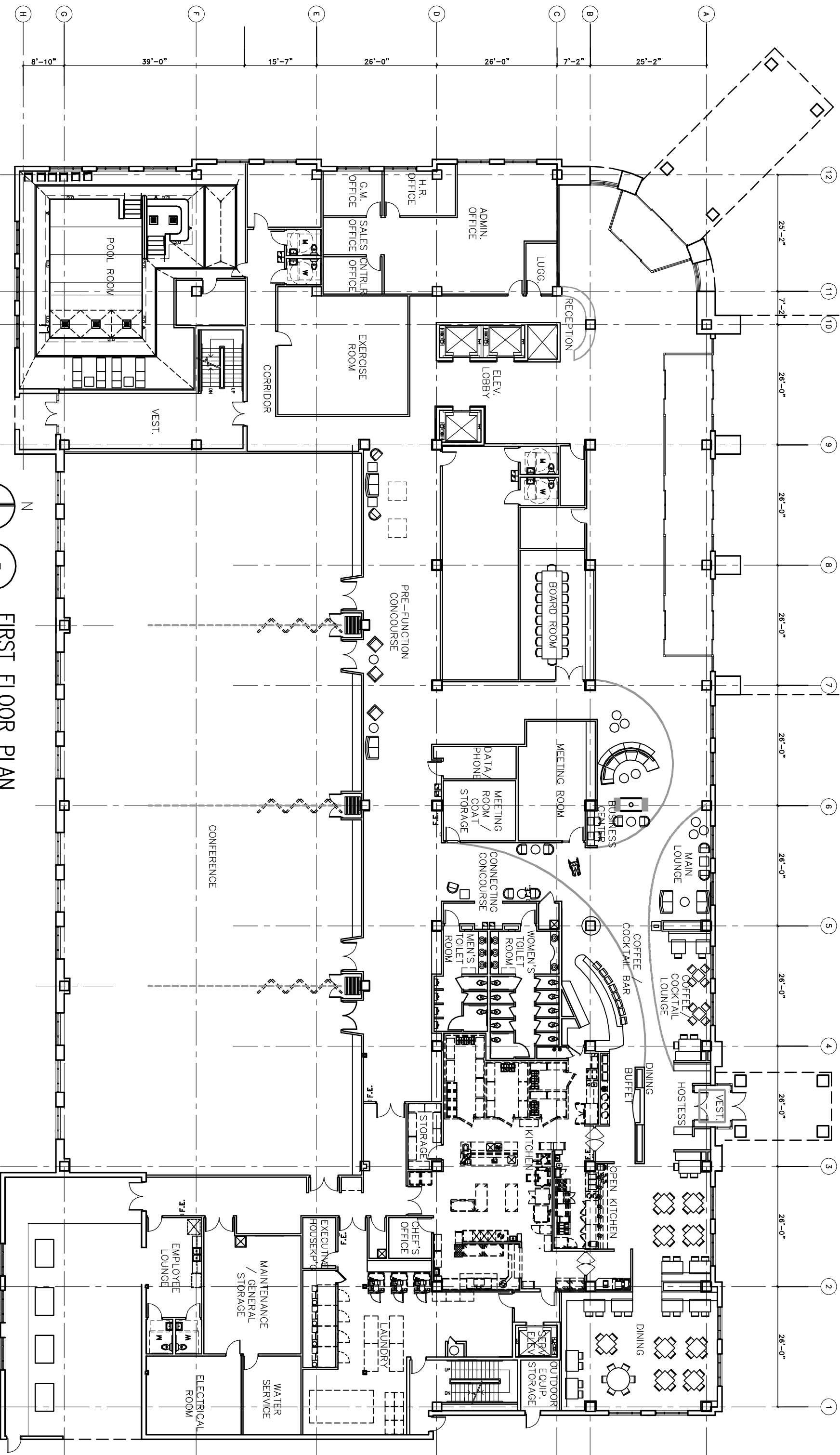


LOWER LEVEL PARKING PLAN
SCALE: 1"=20'-0"





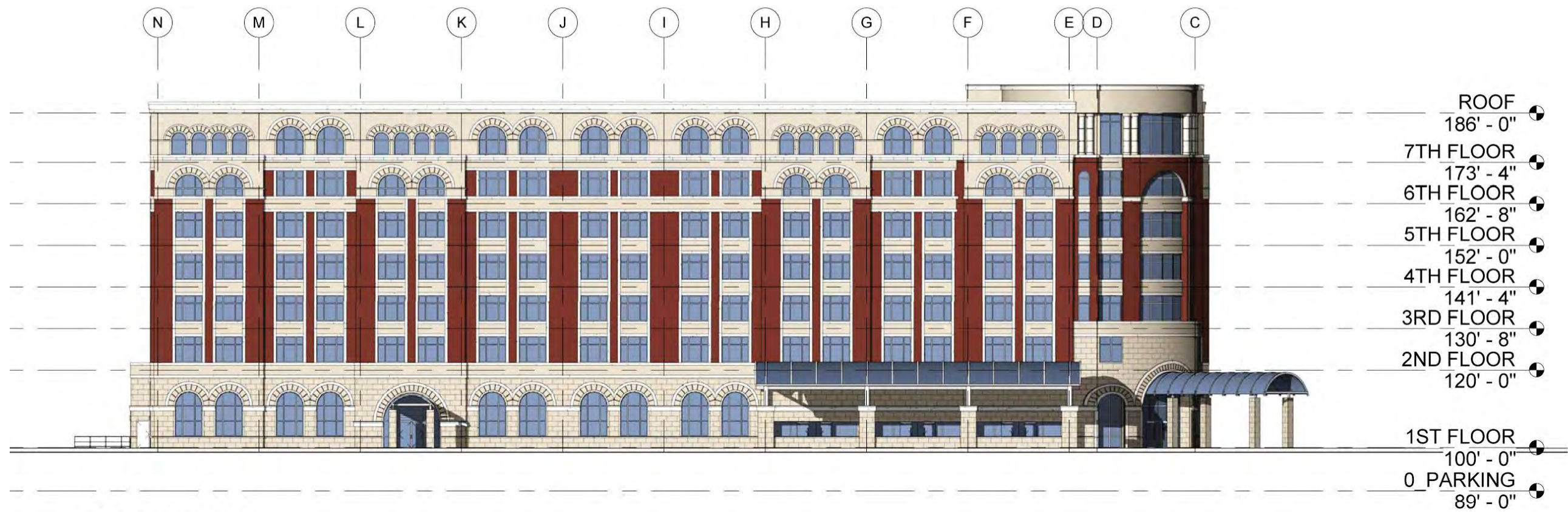
STRANG



FIRST FLOOR PLAN
SCALE: 1" = 20'-0"



2 WEST ELEVATION
1" = 30'-0"



1 NORTH ELEVATION
1" = 30'-0"

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN



GATEWAY PROJECT LLC HOTEL

WEST AND NORTH ELEVATIONS

STRANG INC COPYRIGHT 2010

NOVEMBER 22, 2010



1 EAST ELEVATION
1" = 30'-0"

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN



2 SOUTH ELEVATION
1" = 30'-0"



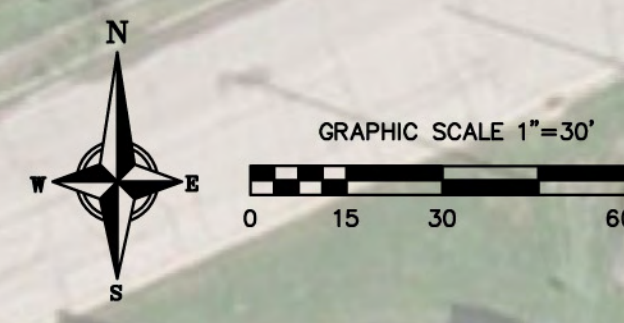
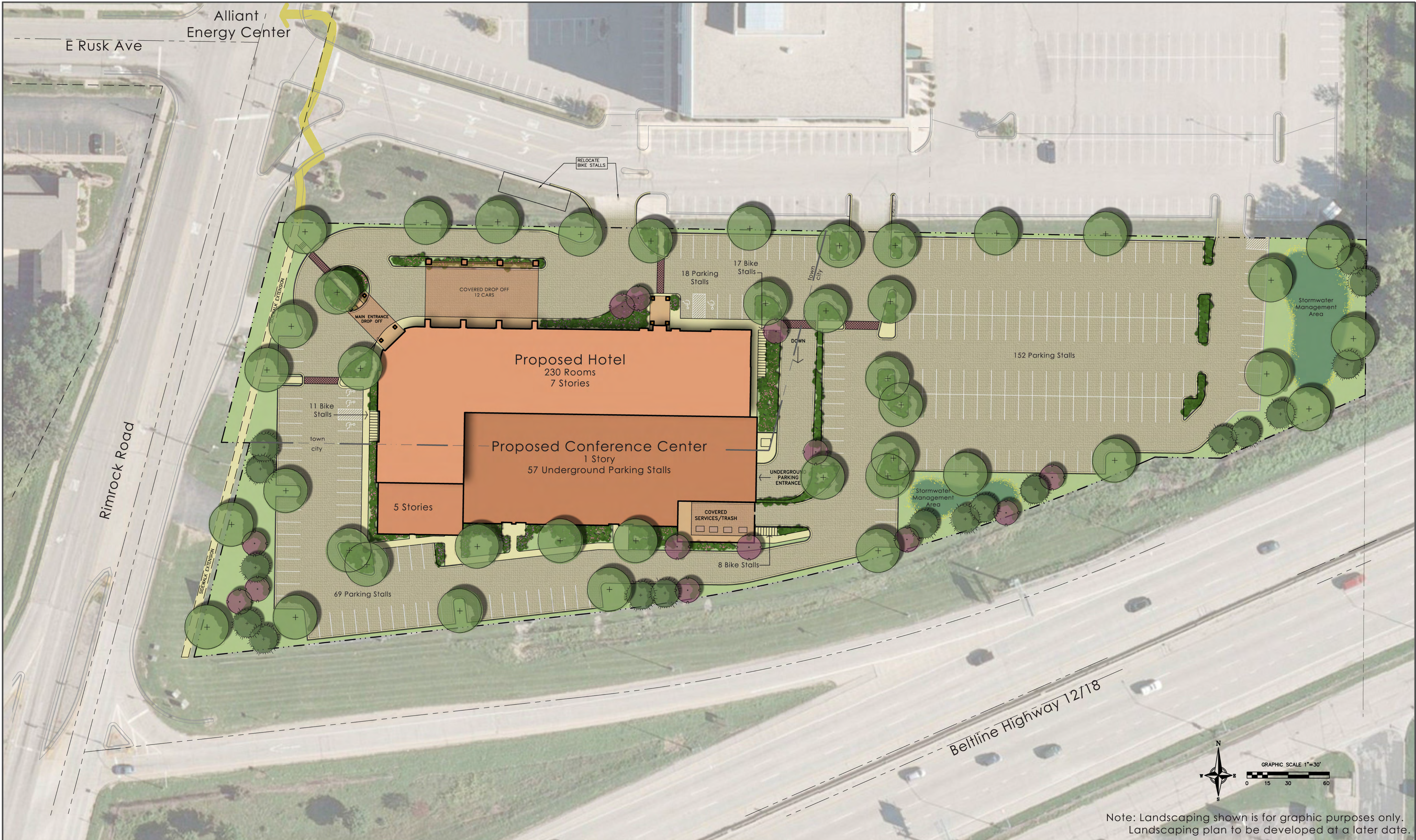
STRANG

GATEWAY PROJECT LLC HOTEL

EAST AND SOUTH ELEVATIONS

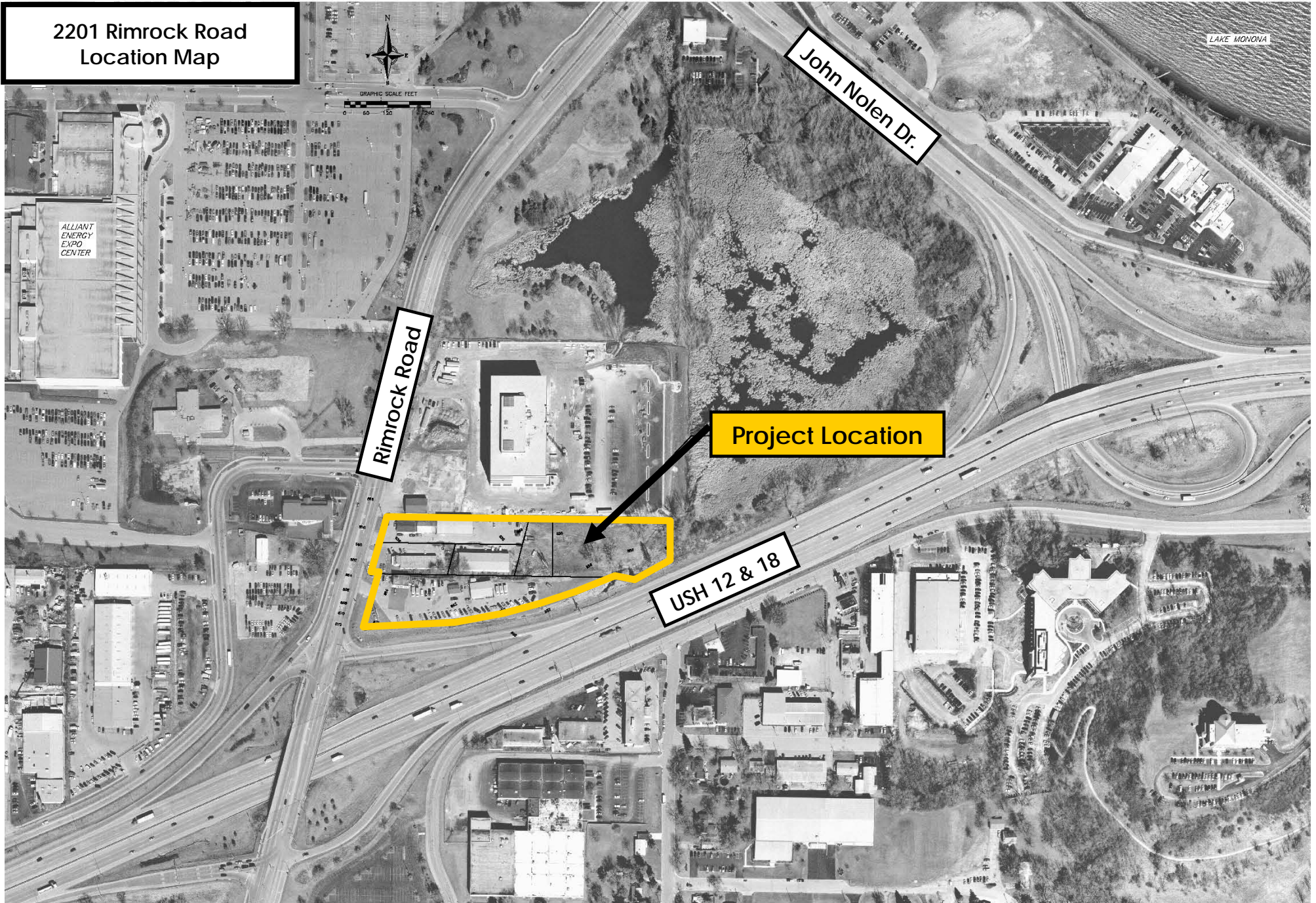
STRANG INC COPYRIGHT 2010

NOVEMBER 22, 2010



Note: Landscaping shown is for graphic purposes only.
Landscaping plan to be developed at a later date.

2201 Rimrock Road
Location Map



Rimrock Road

John Nolen Dr.

Project Location

USH 12 & 18

ALLIANT
ENERGY
EXPO
CENTER

LAKE MONONA



GRAPHIC SCALE FEET
0 60 120 240

November 22, 2010

City of Madison Urban Design Commission
210 Martin Luther King, Jr. Blvd
Madison, WI 53710

Re: Revised Letter of Intent for Cartex Site Redevelopment (Crowne Plaza) Informational Review #2 (2205 Rimrock Rd)

Dear Urban Design Commission Members:

On behalf of Gateway Project, LLC and the redevelopment team I am submitting an application and associated materials for the proposed Crowne Plaza Hotel redevelopment on the Cartex site (and associated parcels) to be located at the northeastern corner of the intersection of Rimrock Road and the West Beltline Highway in the City of Madison. This request is for a second informational review to discuss proposed site plan and architectural revisions based on your feedback from July of 2010.

Since that meeting, the City of Madison and Town of Madison have come to consensus on an updated intergovernmental agreement, which was approved by the Common Council this month. The annexation of the properties will also be approved by the Common Council on November 30, 2010, which will allow us to move forward with submitting formal application materials shortly thereafter.

The redevelopment of these five underutilized properties into a hotel and conference center will provide a immediate improvement in quality of life and value for the surrounding area. The proposed Crowne Plaza is a seven-story facility with a one-story conference center. The building will house 230 hotel rooms on floors two through seven, and will provide amenities such as an indoor pool, business center, fitness center and indoor restaurant. The total facility will be 157,597 gross square feet in area and provide one level of underground parking.

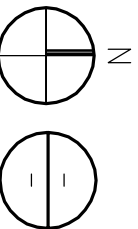
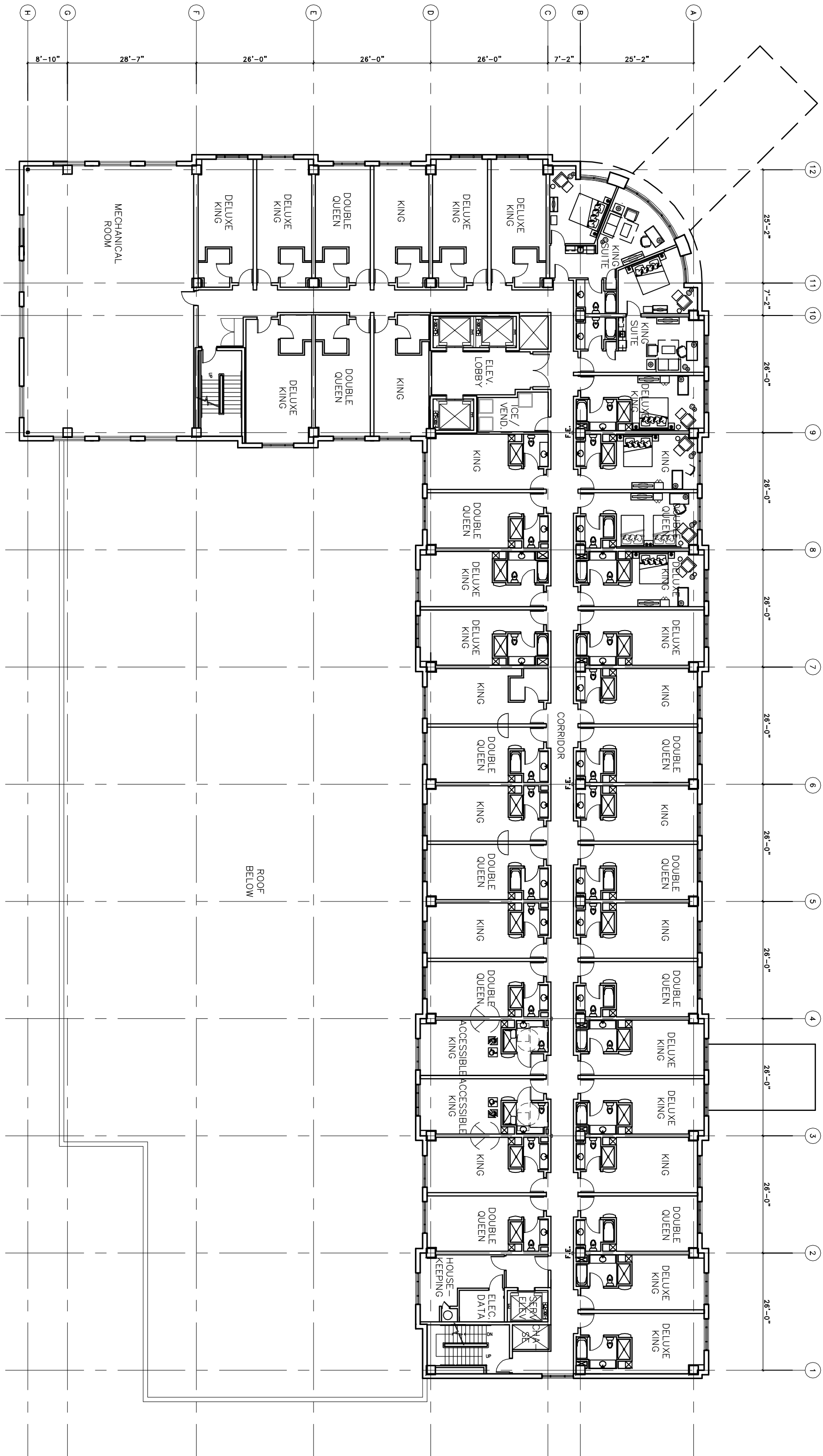
We have addressed many of the comments that the Commission made at our first informational presentation. With your suggestions, we feel the site is now better connected for pedestrian and bicycle users, as well as for employees in the vicinity to access the proposed restaurant. Strang Architects has also put much time and effort into revising the building plans and elevations to better address your concerns. We look forward to reviewing and discussing these revisions with you at the upcoming meeting on December 1st.

Respectfully Submitted by,

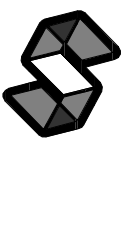
Sarah M. Pittz, AICP
VIERBICHER ASSOCIATES, INC.

Enclosure

Cc: Brad Carlson, Gateway Project, LLC
Clay Carlson, Gateway Project, LLC
Martin Ballweg, Gateway Project, LLC
Peter Tan, Strang Architects
Travis Schreiber, P.E., Vierbicher Associates



TYPICAL FLOOR PLAN
 SCALE: 1" = 20'-0"



STRANG